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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): Scott A. Kliger, Thomas M. Middleton III and Gregory T. White

Application No.: 09/616,605

Group: 2756

Filed: July 14, 2000

Examiner: Unknown

For: METHOD AND APPARATUS FOR DYNAMICALLY CONSTRUCTING
CUSTOMIZED ADVERTISEMENTS

#6/Revocation
g Hayw
6/02

CERTIFICATE OF MAILING	
I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as First Class Mail in an envelope addressed to Assistant Commissioner for Patents, P.O. Box 2327, Arlington, VA 22202	
on <u>6/12/02</u>	<u>Margaret A. Norcott</u>
Date	Signature
<u>Margaret A. Norcott</u>	
Typed or printed name of person signing certificate	

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JUN 24 2002

Technology Center 2100

TRANSMITTAL OF REVOCATION AND MODIFICATION OF
POWER OF ATTORNEY

Assistant Commissioner for Patents
P.O. Box 2327
Arlington, VA 22202

Sir:

Transmitted herewith is a Revocation and Modification of Power of Attorney for filing in the subject patent application. Acceptance is respectfully requested.

Respectfully submitted,

HAMILTON, BROOK, SMITH & REYNOLDS, P.C.

By C. Steven Kurlowicz
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Registration No. 46,846
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Concord, MA 01742-9133

Date: 6/12/02



IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicants: **Scott A. KLIGER, Thomas M. MIDDLETON III,
Gregory T. WHITE**

Atty. Doc.: **UCC-16**

Serial No.: **09/616,605** Filed: **July 14, 2000**

Group Art Unit: **2756**

Examiner:

Title: **METHOD AND APPARATUS FOR DYNAMICALLY CONSTRUCTING
CUSTOMIZED ADVERTISEMENTS**

COMMISSIONER FOR PATENTS
Washington, D. C. 20231

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REVOCATION AND MODIFICATION OF
POWER OF ATTORNEY

Enliven, Inc., the prior Assignee of the above-captioned patent application by Assignment recorded in the United States Patent and Trademark office on April 2, 2001 at Reel 011667; Frame 0763, has previously appointed the attorneys and/or agents associated with Hamilton, Brook, Smith & Reynolds, P.C., Two Militia Drive, Lexington, Massachusetts, Customer No. 21005 to prosecute this application and to transact all business in the United States Patent and Trademark Office in connection therewith.

Unicast Communications Corporation, the present Assignee by virtue of an assignment (copy enclosed, original

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submitted to the United States Patent and Trademark Office for recordation on June 7, 2002) hereby **rev kes** this previously granted power of attorney.

In lieu of the attorneys listed above, Unicast Communications Corporation hereby **substitutes and appoints** the following attorneys to prosecute the above-captioned patent application and to transact all business in the United States Patent and Trademark Office in connection therewith:

Peter L. Michaelson (Reg. No. 30,090)
Jeremiah G. Murray (Reg. No. 20,533)
John T. Peoples (Reg. No. 28,250)
Ronald L. Drumheller (Reg. No. 25,674)
Edward M. Fink (Reg. No. 19,640)
Janet M. Skafar (Reg. No. 41,315)
George Wolken, Jr. (Reg. No. 30,441)

Effective immediately, kindly direct all correspondence to (Customer No. 007265):

Peter L. Michaelson, Esq.
Michaelson & Wallace
Parkway 109 Office Center
328 Newman Springs Road
P.O. Box 8489
Red Bank, New Jersey 07701

and all telephone calls to: (732) 530-6671.

Respectfully submitted,

UNICAST COMMUNICATIONS CORP.

June 7, 2002

By: 

Name: Jeff Uguz

Title: VP Finance

COPY

ASSIGNMENT

WHEREAS, **Enliven, Inc.**, whose address is c/o **Sage Hill Partners LLC, 210 Broadway, 4th Floor, Cambridge, Massachusetts 02139**, is the owner by assignment of all right, title and interest in and to the following United States Letter Patents ("USP") and/or pending patent applications ("SN"):

<u>Patent or Application No.</u>	<u>Issue or Filing Date</u>
6,029,129	February 22, 2000
Continuation Application of SN 09/146,012 (serial no. not yet known)	March 14, 2002
09/616,605	July 14, 2000
09/395,444	September 14, 1999

and is the owner by assignment of all right, title and interest in and to certain inventions for which application for Letters Patent of the United States; and

WHEREAS, **Unicast Communications Corporation**, whose address is **160 Varick Street, 6th Floor, New York, New York 10013**, is desirous of acquiring sole ownership interest in and to said Letter Patents to be obtained therefor;

Now, THEREFORE, for valuable consideration including the sum of One Dollar (\$1.00) paid by **Unicast Communications Corporation** to **Enliven, Inc.**, the receipt and sufficiency of which the undersigned hereby acknowledges, the undersigned Assignor hereby, without reservation:

1. Assigns, transfers, and conveys to **Unicast Communications Corporation** sole ownership interest in and to the above identified United States Letter Patents and/or pending patent applications, including the right to apply for any Letters Patent in the United States of America and in all foreign countries thereto on the invention, and any Letters Patent that may issue thereon or therefor, in the United States and in any foreign country thereto, and all reissues, extensions, divisionals, renewals and continuations thereof, to the full end of the term to terms for which the Letters Patent may be issued, the same to be held and enjoyed by the undersigned if this Assignment had not been made;

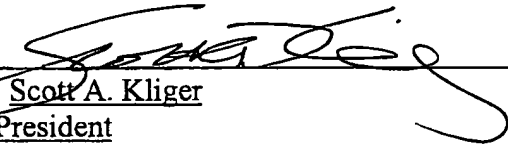
2. Warrants that **Enliven, Inc.** has not knowingly conveyed to others any right in the inventions, applications, or patents or any licenses to use the same or to make, use, or sell anything embodying or utilizing the inventions; and that **Enliven, Inc.** has good right to assign sole ownership interest to Assignee without encumbrance;

3. Binds its legal representatives, successors and assigns, as well as **Enliven, Inc.** to do, upon Assignee's request and at Assignor's expense, but without additional consideration to **Unicast Communications Corporation**, all acts reasonably serving to assure that the inventions, the patent applications, and the Letters Patent shall be held and enjoyed by Assignee as sole owner as fully and entirely as the same could have been held and enjoyed by **Enliven, Inc.**, its legal representatives, and assigns if this assignment had not been made; and particularly to execute and deliver to Assignee all lawful application documents including petitions, specifications, and oaths, and all assignments, disclaimers, and lawful affidavits in form and substance as may be requested by Assignee; to communicate to Assignee all facts known to **Enliven, Inc.** relating to the inventions and improvements and the history thereof; to furnish Assignee with any and all documents, photographs, models, samples, and other physical exhibits in **Enliven, Inc.** control or in the control of **Enliven, Inc.** legal representatives, or assigns which may be useful for establishing the facts of our conceptions, disclosures, and reduction to practice of the inventions, and that **Enliven, Inc.** will assist in providing testimony as to the same in any interference, or other litigation when requested to do so by the Assignee.

IN WITNESS WHEREOF, I hereunto set my hand and seal this 2nd day of May, 2002.

ENLIVEN, INC., ASSIGNOR

By:


Name: Scott A. Kliger
Title: President

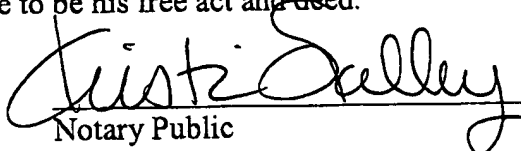
State of Massachusetts }

} ss:

County of Middlesex }

On this 2nd day of May, 20 02, before me, a

Notary Public in and for the State and County aforesaid, personally appeared Scott A. Kliger, known to me to be the person of that name, who signed and sealed the foregoing instrument, and he acknowledged the same to be his free act and deed.


Notary Public